



Wyoming Lender Alert

100 East B Street, Room 4001 Federal Building, P.O. Box 44001,
Casper, Wyoming 82602-5013

Tel: (307) 261-6500 Fax: (307) 261-6535 TDD: (307) 261-6527 Web: www.sba.gov/wy

September 2006

Steven Despain, District Director

Making a Difference for Small Business in Wyoming

Ron's Ace Rentals



Ron worked for Ace Rentals for 20 years. In August 2001, the owner decided to sell and Ron and his wife, Dottie, purchased the established business. Ron's 20 years of experience in management, repairs and handling customers and Dottie's office management skills helped them to build a very successful business.

They received an SBA loan and admit it was somewhat of an obstacle to get all the application and approval process in place. They continue with Small Business Development Center Classes and counseling services offered by Bill Ellis, Regional Director, in Rock Springs.

Ron and Dottie Roy rent all types of equipment including backhoes, forklifts, light towers, generators, floor polishers and other various equipment. They employ 10 individuals full time.

Ron's Ace Rentals believes that customer service is the cornerstone of any successful business. They take great pride in providing outstanding customer service.

Dottie is the first to say that "Ron is the Business!" He is well known and liked in the community.

They also believe in giving back to their community. Ron's Ace Rentals & Equipment sponsor Little League Baseball and high school athletics. They also donate the use of equipment at various times in support of good causes.

Ron and Dottie have one son, Ronnie who is 19 years old. Ronnie works in the business with his parents.



For further information contact Ron's Ace Rentals, 1520 Elk Street, Rock Springs, Wyoming; ph (307) 362-5777 or email Dottie or Ron at acerentals@sweetwaterusa.com.

Are You Wondering Where You're Going to get the Bonding for Your Next Job?

If you own a small construction, service or supply company that bids on projects requiring surety bonds, the U.S. Small Business Administration (SBA) has a program to help! SBA can guarantee bonds for contracts up to \$2 million, if eligibility requirements and size standards are met. This guarantee consists of bid, performance and payment bonds for small businesses having difficulty in getting bonding elsewhere.

Agreement between the SBA and a surety provides that the SBA will share in the risk, should the contractor be unable to complete the contract.

There are four different kinds of contract bonds that an SBA guarantee can cover:

1. Bid – guarantees the bidder will enter into a contract and produce required payment and performance bonds.
2. Payment – guarantees payment from the contractor to the person who furnishes labor, materials, equipment and supplies for the job.
3. Performance – guarantees that the contractor will abide by the terms of the contracts.
4. Ancillary – bonds incidental and essential to the performance of the contract.

SBA assistance in locating a participating surety company or agent and completing application forms is available from SBA offices in the following locations:

Casper: Wyoming District Office
100 East "B" Street, Rm 4001 Casper, WY 82601

(307) 261-6500

or

Denver: SBA Area Office III

721 19th St., Ste 426

Denver, CO 80201

(303) 844-2607, ext 261

Surety bond guarantee programs are a large factor in surety reinsurance and contracting industries and are recognized as a major stabilizing influence by those industries. For additional information, please contact Debra Farris at (307) 261-6510 or email Debra.Farris@sba.gov

SBA Introduces Podcasts for Business Owners

The U.S. Small Business Administration has announced the arrival of podcasting for small business owners on a range of topics to help entrepreneurs on the road to starting a new business.

The SBA podcasts provide an introduction to various small business topics, and will deliver business information and advice for new and established entrepreneurs on all aspects of starting, expanding and financing a small business, as well as business protection. The current list of podcasts includes the following subjects:

- Is Entrepreneurship for You?
- The SBA Small Business Training Network — Log On!
- Selecting a Business that Fits
- Disaster Preparedness for Business Owners
- Financing a Small Business

The SBA recognizes the time constraints faced by budding entrepreneurs, and podcasting is an easy way to deliver content on small business basics using audio files over the Internet. Each broadcast is less than 10 minutes long and will feature interviews with experts from the SBA and SBA resource partners of SCORE, the Small Business Development Centers and the Women's Business Centers. Industry experts from across the country will also share insightful and invaluable information with the small business public via podcasting.

To get to the SBA podcast library, go online to www.sba.gov/podcast. Podcast files can be listened to on a computer or downloaded to an MP3 player. Each podcast delivers a broadcast quality recording, and additional feeds on a new small business topic will be added regularly. Future podcasts include:

- Checklist for Starting a Business
- Legal Forms of Business Ownership

- Business Planning--the Basics
- How to Write a Business Plan
- How SBA Can Help Finance Your Business
- The Importance of Marketing
- Finding the Right Employees

The SBA encourages listeners to visit the online Small Business Training Network of free training courses, workshops and resources at www.sba.gov/training for more in-depth information.

Developing a Plan for Selling to the Government

From Vet Gazette FY 2006 Vol 1 Issue 3

Planning is essential to starting, managing and growing successful small businesses. You start by:

- Determining what product or service to sell
- Identifying your customer base
- Determining if there is a market for your product or service – market research
- Exploring the best way to reach this target market, i.e., developing an effective Marketing Entry Strategy (MES) and
- Putting your plan into writing – Business Plan

Selling to the government requires the same type of strategy. You must:

- Determine if government agencies purchase what you sell
- Identify which agencies purchase these products or services
- Determine who your direct/indirect competitors are, i.e., current vendors selling to the government
- Determine the unique selling aspects of your product or service, i.e., what would make federal buying agents purchase your product or service over your competitors, these may include:
 - Quality
 - Price
 - Quantity
 - Delivery or

- A combination of all

Selling to the government should be treated as part of your overall business planning strategy, like your marketing, finance and management plans. Many small business owners who plan on selling to the government don't take the time to integrate procurement planning into their overall business planning strategy, and when they are ready to start this process, they have no idea where to start or what to do.

Next, develop an effective pricing strategy. Then, identify marketing/advertising media that best markets your business: Traditional marketing media include:

- Internet-based Marketing
- Brochures
- Business Cards
- Capability Statement (s) (a must!)
- Direct Mail and Email
- Letter of Introduction followed by phone calls/meetings
- Print Media (can be expensive)
- Radio/television (very expensive)

When this process is completed, you will need to identify the appropriate Federal points-of-contact.

This can be accomplished by:

- Attending Business Match-making Events
- Attending Vendor or Bid Forums
- Inclusion on vendor listings with target agencies
- Contacting GSA & Securing a GSA Schedule contract
- Identifying federal agencies that have Government-wide Agency Contract (GWAC) authority: Department of Commerce, General Services Administration, Department of Defense (DoD)/DISA (Defense Information Systems Agency), National Institutes of Health (NIH)
- Attending federal government procurement fairs or other forms of outreach

efforts conducted by federal agencies

Other methods for marketing your business that may prove to be very effective are contacting and establishing working relationships with federal employees who can advocate on your behalf. These advocates include:

- ❖ Procurement Center Representatives (PCR)
- ❖ Commercial Marketing Representatives (CMR)
- ❖ Office of Small Disadvantaged Business Utilization (OSDBU www.osbdu.gov) and competition advocates to help market your products/services to procurement staff in each federal agency. The advocates are generally located in the Agency Small Business Offices, or they may be the Agency Small Business Advocate or Specialist.
- ❖ Having developed a sound strategy for marketing your small business, it is now time to move to the next phase - identifying and understanding the various acquisition vehicles used for purchasing products and services. These acquisition vehicles include:
 - ❖ Prime Contracts
 - ❖ Simplified Acquisitions
 - ❖ Government-Wide Agency Contracts (GWACs)
 - ❖ Credit/Purchase Cards (\$2500 and below threshold)
 - ❖ Subcontracts

Selling to the government takes more than a mere understanding of the acquisition mechanisms if you want to be successful. This process also entails determining which acquisition vehicle or combination of vehicles get the desired results...government contracts. Examples of acquisitions you may want to consider are:

- ❖ Simplified Acquisitions to include micro purchases
- ❖ Prime Contracts (major acquisitions)
- ❖ GWACs only
- ❖ Federal Supply Schedules - GSA/VA

However, you may need to bid on a combination of these mechanisms before deciding which best meets your business needs.

The final step in the business planning process is to determine to whom to market your business. Federal buying agents and vendors may include:

- ❖ Contracting Officers/Contract Specialists
- ❖ Credit Card Holders
- ❖ OSDBU Representatives
- ❖ Competition Advocates
- ❖ Program Officials
- ❖ Prime Contractors

Remember business planning is essential to startup and expansion efforts, and there are resources available to assist you. For assistance with business planning, visit SBA's and the Office of Veterans Business Development websites at www.sba.gov and www.sba.gov/vets; for assistance with procurement planning, visit the Procurement Technical Assistance Centers' website at www.aptac-us.org.

What's new?

Effective immediately, all Lenders doing business with the Small Business Administration (SBA) will be able to access a website (Pay.gov) to make electronic remittances for Form 172. The Pay.gov website address is: <https://pay.gov/paygov/>.

So, What is Pay.gov?

Pay.gov is a free, secure, government-wide financial management transaction portal managed by the U.S. Department of the Treasury's Financial Management Service, developed in conjunction with the Federal Reserve Bank. It offers various on-line electronic financial services that the public can use for

remitting payments and associated data electronically to federal agencies. Pay.gov is convenient, easy, and available 7 days a week - 24 hours a day.

Who should use this website?

The Pay.gov website should be used by any Lender choosing to make the following payments:

Form 172 - Remittances related to the SBA Form 172 "Transaction Report on Loan Serviced By Lender".
Form 1544 - Loan Guarantee Fees and Care & Preservation of Collateral (CPC) Expenses.

How will the website work?

Payments will be processed electronically by using either a checking or savings account debit processed through the Automated Clearing House (ACH). By accessing the "Find Public Forms" area of the website, Lenders will be able to schedule payments online by completing Form 172 "Transaction Report on Loan Serviced by Lender" as well as form 1544 for Guarantee Fees and Care & Preservation of Collateral (CPC).

Any payment processed through Pay.gov requiring a refund will be returned by check. SBA can receive but cannot make payments electronically through Pay.gov.

Do you have questions?

If there are any questions, please contact Deb Farris at 307-261-6510 or Steve Parker at 307-261-6506.

Small Business Week Nominations

Be thinking of who you want to nominate. See categories and Nominee Information sheet attached.

UPCOMING EVENTS

Sept. 6 - Women's Roundtable, Casper, Dubois
Sept. 14 - Women's Roundtable, Laramie, Worland
Sept. 19 - Women's Roundtable, Cody
Sept. 21 - Women's Roundtable, Powell



2007 SMALL BUSINESS AWARD NOMINATION

Help us recognize outstanding leaders in the small business community

AWARD CATEGORIES

Potential categories:

- ❖ **Small Business Person of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.
- ❖ **Small Business Exporter of the Year:** Significantly increased export sales and profits, encouraging other firms to export, increased jobs through exports, and innovative methods of creating markets.
- ❖ **SBA Young Entrepreneur of the Year:** Owner will not reach 30th birthday by June 1, 2006, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential.
- ❖ **Entrepreneurial Success Award:** Must own and operate a business that was launched “small” by SBA size standards, received SBA assistance and has since grown into a large business.
- ❖ **Minority Small Business Person of the Year:** For developing an outstanding, growing business, innovative products, overcoming adversity and community contributions

Small Business Champion of the Year: Those who promote small business, including volunteering time and services to small business interests and groups, advocating the cause of small business in the legislative process. Champion may or may not be small business owner.

- ❖ **Minority Small Business Champion of the Year**
- ❖ **Women in Business Champion of the Year**
- ❖ **Veteran Small Business Champion of the Year**
- ❖ **Small Business Journalist of the Year**
- ❖ **Family-Owned Small Business**
- ❖ **Financial Services Champion of the Year**
- ❖ **Home Based Business Champion of the Year**

NOMINEE INFORMATION

I nominate _____ Title _____

Company/Organization _____

Address _____

Phone _____ Fax _____

E-mail _____

Web Site _____

Nominee's Qualifications for this Award—attach short **description on why this business/advocate should be considered:**

When nominating a business owner please complete the following: Is the company operating profitably

#of years in business _____

of employees _____

annual sales \$ _____

SIC/NAICS code _____

NOMINATOR'S INFORMATION:

Nominator Name _____

Title _____

Organization _____

Address _____

Phone _____ Fax _____

E-Mail _____

Reply by **OCTOBER 6, 2006**, unless different date noted on AWARD CATEGORIES. Mail (or fax 307-261-6535) this form to:

U.S. Small Business Administration , Small Business Awards Committee
100 East B Street, Room 4001, P.O. Box 44001, Casper, Wyoming 82602-5013

For more information, please contact: (307) 261-6502. Self-nominations accepted. This form may be duplicated. **For further consideration, a nomination binder with detailed materials will be requested.** SBA will contact the nominator with details. Thank you for your support!